

IN THE CLAIMS

This listing of claims will replace all prior versions, and listings, of claims in the application:

1 1-63. (Canceled)

1 64. (Previously Presented) A method of profiling a Web user, comprising:
2 monitoring packets at an Internet Service Provider (ISP) point of presence (POP);
3 identifying monitored packets associated with Web page requests;
4 anonymously capturing, at the Internet Service Provider (ISP) point of presence
5 (POP), packets identified as being associated with Web page requests;
6 extracting, at the ISP POP, a Uniform Resource Locator (URL) of the requested Web
7 page and an IP address of the packets identified as being associated with the Web page
8 request;
9 processing the extracted IP address to correlate the extracted IP address with a
10 client using a cross-reference table at the ISP POP;
11 associating each extracted URL with the client correlated with the extracted IP
12 address;
13 determining a user ID associated with the client correlated with the extracted IP
14 address;
15 for each client correlated with the extracted IP address, storing the URL of the
16 requested Web page and the user ID associated with the client correlated with the
17 extracted IP address;

18 developing a user profile for the user ID, at the ISP POP, based on the extracted
19 URLs associated with Web pages requested by the client having the user IDs; and
20 cross referencing Web site profiles with the extracted URLs associated with Web
21 pages requested by the client having the user ID to generate an updated user profile, at
22 the ISP POP, based on inferred user demographics of the Web sites requested by the client
23 having the user ID.

1 65. (Previously Presented) The method of Claim 64 wherein the profile of
2 the user contains data selected from demographic data.

1 66. (Previously Presented) The method of Claim 65 wherein said
2 demographic data is selected from the group consisting of user's age, user's gender, user's
3 income and user's highest attained education level.

1 67. (Previously Presented) The method of Claim 64 wherein the profile of
2 the user contains psychographic data.

1 68. (Previously Presented) The method of Claim 67 wherein said
2 psychographic data includes data on the user's interests.

1 69. (Previously Presented) The method of Claim 64, further comprising
2 providing a database associating each of said plurality of Web sites with demographic
3 characteristics of known persons who have accessed said sites.

1 70. (Previously Presented) The method of Claim 69 wherein said database
2 is provided by a Web site ratings service.

1 71. (Previously Presented) The method of Claim 64 wherein the user
2 profile comprises an update combined with an existing user profile.

1 72. (Previously Presented) The method of Claim 71 wherein the generating
2 a user profile comprises combining the profiles of the Web sites requested by a client
3 having the user ID to the existing user profile using an averaging algorithm.

1 73. (Previously Presented) The method of Claim 72 wherein said user
2 profile includes data on a plurality of demographic categories, each associated with a
3 rating, and the method further comprises filling in a value for the rating for any
4 demographic category having a low confidence measure.

1 74. (Previously Presented) The method of Claim 73 wherein filling in a
2 value comprises using an average rating of persons having similar profiles to that of said
3 user for a category having a low confidence measure.

1 75. (Previously Presented) The method of Claim 74 wherein said average
2 rating is determined using a clustering algorithm.

1 76. (Previously Presented) The method of Claim 64 further comprising
2 erasing records of which Web sites said user has visited after developing the user's profile
3 to protect user privacy.

1 77. (Previously Presented) The method of Claim 64 further comprising
2 delivering selective advertising to the client having the user ID based on the user profile
3 associated with the user ID.

1 78. (Previously Presented) The method of Claim 77 wherein delivering
2 selective advertising comprises transmitting a pop-up advertisement to a display of a
3 computer associated with a client having the user ID.

1 79. (Previously Presented) The method of Claim 64, wherein the
2 developing a user profile for user IDs further comprises generating, for a user associated a
3 user ID, a user profile having a rating for categories of Web sites of interest to the user and
4 a confidence measure representing an estimate of accuracy of a category's rating.

1 80. (Previously Presented) A computer for profiling a Web user,
2 comprising:
3 a memory for storing a program;
4 a processor operative with the program to monitor packets at an Internet Service
5 Provider (ISP) point of presence (POP), to identify monitored packets associated with Web
6 page requests, to anonymously capture, at the Internet Service Provider (ISP) point of
7 presence (POP), packets identified as being associated with Web page requests, to extract,
8 at the ISP POP, a Uniform Resource Locator (URL) of the requested Web page and an IP
9 address of the packets identified as being associated with the Web page request, to
10 process the extracted IP address to correlate the extracted IP address with a client using a
11 cross-reference table at the ISP POP, to associate each extracted URL with the client
12 correlated with the extracted IP address, to determine a user ID associated with the client
13 correlated with the extracted IP address, to store, for each client correlated with the
14 extracted IP address, the URL of the requested Web page and the user ID associated with
15 the client correlated with the extracted IP address, to develop a user profile for the user ID,
16 at the ISP POP, based on the extracted URLs associated with Web pages requested by the
17 client having the user ID; and to cross reference, at the ISP POP, Web site profiles with the
18 extracted URLs associated with Web pages requested by the client having the user ID to
19 generate an updated user profile based on inferred user demographics of the Web sites
20 requested by the client having the user ID.

1 81. (Previously Presented) The computer of Claim 80 wherein the profile of
2 the user contains data selected from demographic data.

1 82. (Previously Presented) The computer of Claim 81 wherein the
2 demographic data is selected from the group consisting of user's age, user's gender, user's
3 income and user's highest attained education level.

1 83. (Previously Presented) The computer of Claim 80 wherein the profile of
2 the user contains psychographic data.

1 84. (Previously Presented) The computer of Claim 83 wherein said
2 psychographic data includes data on the user's interests.

1 85. (Previously Presented) The computer of Claim 90, further comprising a
2 database associating each of said plurality of Web sites with demographic characteristics
3 of known persons who have accessed said sites.

1 86. (Previously Presented) The computer of Claim 85 wherein said
2 database is provided by a Web site ratings service.

1 87. (Previously Presented) The computer of Claim 80 wherein the user
2 profile of the client having the user ID comprises an existing user profile.

1 88. (Previously Presented) The computer of Claim 87 wherein the
2 processor generates a user profile by combining the profiles of the Web sites requested by
3 a client having the user ID to the existing user profile using an averaging algorithm.

1 89. (Previously Presented) The computer of Claim 88 wherein said user
2 profile includes data on a plurality of demographic categories, each associated with a
3 rating, and the processor fills in a value for the rating for any demographic category having
4 a low confidence measure.

1 90. (Previously Presented) The computer of Claim 89 wherein the
2 processor fills in a value by using an average rating of persons having similar profiles to
3 that of said user for a category having a low confidence measure.

1 91. (Previously Presented) The computer of Claim 90 wherein said average
2 rating is determined using a clustering algorithm.

1 92. (Previously Presented) The computer of Claim 80 wherein the
2 processor erases records of which Web sites said user has visited after developing the
3 user's profile to protect user privacy.

1 93. (Previously Presented) The computer of Claim 80 wherein the
2 processor delivers selective advertising to the client having the user ID based on the user
3 profile associated with the user ID.

1 94. (Previously Presented) The computer of Claim 93 wherein the
2 processor delivers selective advertising by transmitting a pop-up advertisement to a
3 display of a computer associated with a client having the user ID.

1 95-108. (Canceled)

1 109. (Previously Presented) A computer readable medium comprising a
2 program for profiling a Web user by performing the steps of:
3 monitoring packets at an Internet Service Provider (ISP) point of presence
4 (POP);
5 identifying monitored packets associated with Web page requests;
6 anonymously capturing, at the Internet Service Provider (ISP) point of presence
7 (POP), packets identified as being associated with Web page requests;
8 extracting, at the ISP POP, a Uniform Resource Locator (URL) of the requested
9 Web page and an IP address of the packets identified as being associated with the
10 Web page request;
11 processing the extracted IP address to correlate the extracted IP address with a
12 client using a cross-reference table at the ISP POP;
13 associating each extracted URL with the client correlated with the extracted IP
14 address;
15 determining a user ID associated with the client correlated with the extracted IP
16 address;
17 for each client correlated with the extracted IP address, storing the URL of the
18 requested Web page and the user ID associated with the client correlated with the
19 extracted IP address;
20 developing a user profile for the user ID, at the ISP POP, based on the extracted
21 URLs associated with Web pages requested by the client having the user IDs; and

22 cross referencing Web site profiles with the extracted URLs associated with Web
23 pages requested by the client having the user ID to generate an updated user profile,
24 at the ISP POP, based on inferred user demographics of the Web sites requested by
25 the client having the user ID.